

WE promised you special values for this week. Here are some of them.

Rosenwald's Daily Store News

2,000 square feet of display window space. Every foot an aid to economy.

Our Location-

In the Heart of Albuquerque's Business District

Brings all Albuquerque past our doors; and so all the people have been given an opportunity to see the most exacting test to which a rug was ever put.

In the middle of winter, with rain and sleet and snow, we have placed this

Royal Bengal Rug

on the public pavement to be tramped over by thousands of mud-shod feet.

The Rug stays there Six Months!

At the end of that time we will take it up, clean it and show it to you.

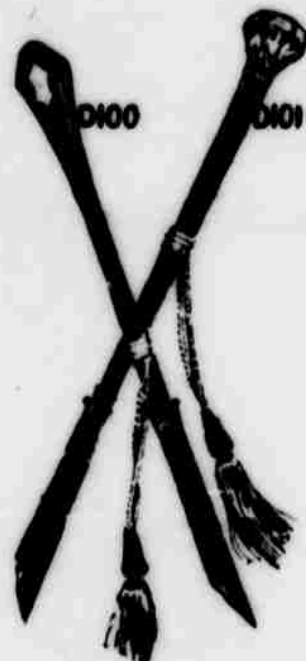
Watch This Test



Rosenwald Brothers desire to announce for Saturday, January 22nd, for one day only, the annual clearance selling of Cut Glass and China. Important price reductions in the entire stocks, including our exclusive lines will make the annual one-day glass and china clearing an event of more than usual interest. This sale will positively be limited to the one day, Saturday, January 22nd.



When You Need Them



Pure Silk Umbrellas

These are warranted all silk Umbrellas, of best grades; sold regularly at from \$2 to \$3.

While ugly weather makes them a general necessity, we offer them.

Special, Each, 98c

For Wednesday Only

Corsets at 95 Cents

See the big Central avenue window—full of these desirable, high-grade corsets. They are good models throughout and are worth from \$3 to \$5.



For Tomorrow Only, at 95 Cents

Shoes! Shoes! SHOES!

Crowds of buyers come and go. Hundreds of successful fittings are made, and still the great shoe stocks are undepleted.

Our Semi-Annual Shoe Sale

will go on until our shelves have been cleared of the winter lines. To you these shoes are as useful and as desirable as they were one or three months ago. To us the price sacrifice is a matter of necessity. We must have the room. To get it, prices have been cut 25, 35 and in some lines 50 per cent.

There is no time like Today. The sizes you want may be gone Tomorrow

These Prices Speak For Themselves.

Ladies' Coats

in four lots for convenient choosing. Argument is not needed when values in ready-to-wear garments are given like these quoted lot by lot below:

LOT 1—Ladies' Coats worth to \$12.50. Well made, serviceable garments, in a good range of styles and first-rate materials. CHOICE \$4.95

LOT 2—Ladies' Coats worth to \$20.00. An elegant line of finely made, high-class coats, well tailored and in good materials. CHOICE \$8.95

LOT 3—Ladies' Coats worth to \$30.00. A smashing bargain offer of the winter's best designs in excellent materials and finely tailored throughout. CHOICE \$12.95

LOT 4—Ladies' Coats worth to \$40.00. The best in the house; the year's leading styles in most desirable materials; beautifully tailored and finished. SPECIAL CHOICE \$19.95



Our special price reductions on good value Blankets and Comforts, to meet the demand caused by January's outbreak of inclement weather, has met such a ready response that we are going to extend the buying range to other lots.

MEMORIZE THESE VALUES—THEN ASK TO SEE THE GOODS

BLANKETS

Regular \$3.50 value wool Blankets, in checks, plaids and mixed colors. SPECIAL at \$2.49
Extra quality wool Blanket, in attractive plaids, checks and mixed colors, always sold at \$5.00. SPECIAL at \$3.49

COMFORTS

A solid value Comfort, generally sold at \$1.75. SPECIAL at 98c
Our standard line of \$2.50 Comforts, worth every cent of the money. SPECIAL at \$1.49

ATHLETES DIE AT SAME AGE AS OTHER MEN

James E. Sullivan's View to Effect That Trained Men Merely Got More Notoriety Than Their Fellows.

San Francisco, Cal., Jan. 12.—The recent finding made in a report prepared by the federal government concerning the longevity of athletes which comes to the conclusion that champions die young, would have been opposed stoutly by the late James E. Sullivan had he been alive. Sullivan generally is conceded to have been the greatest expert on athletics in his or any other time. He was a deep student of sports and gave much thought to their effect on the individual.

His opinion on the subject, in contradistinction to the verdict of the federal report mentioned, is of interest at this time and is quoted from notes of an interview with Mr. Sullivan by a sports writer who was his personal friend. He is quoted as follows:

"It is the easiest thing in the world to collect a mass of statistics of one kind or another on any side of the question under discussion. The fair way is to set forth both sides of the case and judge in whose favor the balance lies.

"In the first place, every athlete knows that the general and essential rules of athletic training are these: don't use tobacco; don't drink; don't keep late hours; eat plenty of wholesome food; in short, don't dissipate. The athlete, to be successful, or to become a champion in his particular line of activity, must adhere to these fundamental principles. Here then we have an ideal mode of life which tends to a healthy body and a clear mind.

"Unfortunately, our official athletic records do not go back further than 1876, but there are an astonishing lot of champions of those days who are active and useful citizens today who have an ideal mode of life which tends to a healthy body and a clear mind.

"Mind you, I am talking only about champions, the men who reached the highest possible point of attainment and those whom one naturally would expect to have done the hardest and most strenuous work to attain their places.

"Whenever a prominent athlete dies, the news is printed in every sporting page in the land, but some of our statisticians who are seeking to deny sport do not care to take into consideration that 100,000 young men have died on the same day whose deaths are not chronicled.

"In reply to the question, 'Are we benefiting boys by running them?' I answer emphatically yes, but as in other things, there is a right and wrong way to do it. I believe that the tendency in our high schools today is to try and force the young athletes too much. 'This is borne out by the fact that many a promising youngster on the track or field while at school, fails to come up to expectations when he reaches college. He has had his strength and vitality sapped. All branches of athletics, especially for younger boys, should be under the strict supervision of a constant governing body.

and the proof lies in the living evidence of thousands of men who have passed middle life and are today hale and hearty.

During the interview, which was held at a comparatively short time before his death, Mr. Sullivan enumerated scores of champions of forty years ago who still were active in the country's affairs, among them being Edward Payson Weston, the long distance walker, now more than 70 years old.

PERSONAL MENTION

Harry B. Willis leaves this afternoon on the limited for St. Louis. He will join Mrs. Willis, who has been visiting her parents since October.

The booster orchestra returned this morning from Grants, N. M., where they played for a dance given by Bond-Sargent & Co. at the opening of their new store.

F. M. de Crocker, known to printers all over the country as "Highball," has returned to Albuquerque on one of his periodic visits. He has been at Las Vegas for some time.

A license to marry was issued to Raymond H. Willis and Mildred Bowen, colored, both of Albuquerque.

H. M. Shields, former star left end football player of the University of New Mexico, left last night for Silver City to accept a position.

J. Van Houten, a wealthy coal operator of Colfax county, is a visitor in the city today, having arrived this morning.

MANY CASES OF RHEUMATISM NOW

Says We Must Keep Feet Dry, Avoid Exposure and Eat Less Meat.

Stay off the damp ground, avoid exposure, keep feet dry, eat less meat, drink lots of water and above all take a spoonful of salts occasionally to keep down uric acid.

Rheumatism is caused by uric acid, which is generated in the bowels and absorbed into the blood. It is the function of the kidneys to filter the acid from the blood and cast it out in the urine. The pores of the skin are also a means of freeing the blood of this impurity. In damp and chilly, cold weather the kidneys to do double work, they become weak and sluggish and fail to eliminate this uric acid which keeps accumulating and circulating through the system, eventually settling in the joints and muscles, causing stiffness, soreness and pain called rheumatism.

At the first twinges of rheumatism get from any pharmacy about four ounces of Jad Salts; put a tablespoonful in a glass of water and drink before breakfast each morning for a week. This is said to eliminate uric acid by stimulating the kidneys to normal action, thus adding the blood of these impurities.

Jad Salts is inexpensive, harmless and is made from the acid of grapes and lemon juice, combined with lithia and is used with excellent results by thousands of folks who are subject to rheumatism. Here you have a pleasant, effervescent, lime-water drink which overcomes uric acid and is beneficial to your kidneys as well.

LEAGUE BASKETBALL GAMES FOR TOMORROW

An interesting time is promised tomorrow night, when the second series of games scheduled by the basketball league will be pulled off at the armory at the usual admission, 25 cents.

The university team is to meet the guardsmen and the business college and forest service fives will clash. The varsity quintet proved its worth last Saturday, but the guardsmen are eager to take their measure and will make a strong attempt in that direction.

The foresters have been strengthened by the addition of three new players to their squad: Deering, who captained Minnesota; Hindere, of Prescott, Ariz., and Seefield, a Stanford man.

The high school boys and girls are to meet the Santa Fe teams Friday evening. The local boys were trimmed by a narrow margin in the capital last week, while the girls have not yet appeared this year.

OCCIDENTAL FIRE IS AGAIN HEADED BY ITS 1915 SET OF OFFICERS

The annual meeting of the stockholders of the Occidental Fire Insurance company was held today at the home office of the company in the Luna-Strickler building.

PUT CREAM IN NOSE AND STOP CATARRH

Tells How To Open Clogged Nostrils and End Head-Colds.

You feel fine in a few moments. Your cold in head or catarrh will be gone. Your clogged nostrils will open. The air passages of your head will clear and you can breathe freely. No more dullness, headache, no sneezing, sniffling, mucous discharges or dryness; no struggling for breath at night.

Tell your druggist you want a small bottle of Ely's Cream Balm. Apply a little of this fragrant, antiseptic cream in your nostrils, let it penetrate through every air passage of the head, soothe and heal the swollen, inflamed mucous membrane, and relief comes instantly.

It is just what every cold and catarrh sufferer needs. Don't stay stuffed-up and miserable.

STRONG BUYS THREE CARS OF FINEST OF MODERN FURNITURE

H. O. Strong, who has been east for several weeks, returned today, coming from Grand Rapids, where he spent several days selecting a spring stock of furniture.

Mr. Strong purchased something over three carloads of the finest furniture to be had in the Grand Rapids factories while there, including many of the latest patterns and models of furniture for all purposes, beside all those staple lines for which Strong Brothers are well known.

MEMORIAL HELD FOR MEMBERS OF A. H. A. D. P. TODAY

Eulogies Pronounced by Nestor Montoya and J. O. Sainz, of Tucson, for Deceased of Spanish-American Alliance.

The supreme lodge of the Alianza Hispano-Americana, which convened yesterday in Woodmen's hall, held memorial services this afternoon for members who had died in the last three years.

At the session this morning the minutes of the meeting of yesterday were read and approved. The report of the committee on credentials was accepted and the meeting then went into executive session, later adjourning until 1:30 this afternoon.

The principal eulogies this afternoon are being delivered by Nestor Montoya, for Julian Chavez, past supreme organizer of New Mexico, and by J. O. Sainz of Tucson, Ariz., for C. Y. Velasco, past supreme president of the lodge.

Tomorrow night at the armory a banquet will be given in honor of the visiting members and their families. There will be no session of the lodge tonight.

Looking for a job? Try a Herald Want Ad.